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RURAL INITIATIVES FOR TRAFFIC SAFETY

A GUIDE FOR SHERIFFS AND OTHER LAW ENFORCEMENT OFFICIALS

The *Rural Initiatives for Traffic Safety Guide* was prepared by the National Sheriffs' Association for sheriffs' departments and other law enforcement agencies, whose primary mission is to enforce traffic laws or to provide police traffic services in rural areas. The guide reviews the most effective planning techniques, enforcement strategies, program evaluation, personnel and equipment resources, and use of crash data. The guide recognizes the importance of building community support and suggests ways to involve community leaders.

The guide presents an overview of the highway safety problem in rural America, highlighting the approach used by South Carolina to address their conditions. The guide offers program managers a step-by-step approach for the development of a highway safety plan. Effective enforcement strategies for each major highway safety issue are clearly detailed, along with the Aggressive Criminal Enforcement (ACE) program, and numerous passive highway safety strategies. The guide emphasizes the importance of incorporating public information and education into any program and the importance of building community support.

The guide clearly outlines the factors needed to establish a database for problem identification and program planning. In addition to the program implementation decisions, the guide discusses the need for post-evaluation and the different types of evaluations used to measure effectiveness. The guide consists of four chapters and appendices:

Chapter One Discusses problem identification, data collection, data uniformity, and program evaluation.

Chapter Two Describes program planning, setting goals and objectives, and issuing policy statements.

Chapter Three Contains enforcement strategies, including the ACE program and passive involvement.

Chapter Four Discusses building community support and promoting broad based programs.

Appendices

A List of resources.

B South Carolina statistics, 1989-91.

C Sample of support materials.

D CADRE and the Crash Outcome Data Evaluation System.

The *Rural Initiatives Guide* should be part of any police manager's library of required reading materials, especially for managers in rural areas. The procedures outlined in this publication focus attention on specific highway safety issues -- rural crashes, fatalities, and injuries. This manual should enhance the capacity of rural law enforcement officials in providing essential police traffic services in rural communities. If fully implemented by using the ACE program, these same officials should find a reduction in the incidence of criminal behavior because of the active presence of traffic enforcement in targeted neighborhoods.

For additional information about this project or for a copy of the *Rural Initiatives Guide*, contact: Police Traffic Services Division, NHTSA, NTS-41, Room 5119, 400 Seventh Street, S.W., Washington, DC 20590, (202) 366-4291.



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